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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/884,816	06/18/2001	W. Reed Hastings	56055-0013	5101
29989 7590 07/19/2007 HICKMAN PALERMO TRUONG & BECKER, LLP 2055 GATEWAY PLACE SUITE 550 SAN JOSE, CA 95110			EXAMINER ZURITA, JAMES H	
			ART UNIT 3625	PAPER NUMBER
			MAIL DATE 07/19/2007	DELIVERY MODE PAPER

Please find below and/or attached an Office communication concerning this application or proceeding.

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APPLICATION NO./ CONTROL NO.	FILING DATE	FIRST NAMED INVENTOR / PATENT IN REEXAMINATION	ATTORNEY DOCKET NO.
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EXAMINER

ART UNIT	PAPER
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20070716

DATE MAILED:

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Commissioner for Patents

please see attached supplemental notice of allowability, correcting Examiner's amendment of 1 May 2007.

James Zurita
JAMES ZURITA
PRIMARY EXAMINER

DETAILED ACTION

Supplemental Notice of Allowability

The present document corrects the Examiner's Amendment to claim 49 that was mailed on 1 May 2007. The correction was approved by Mr. Becker and Mr. Palermo.

The Examiner apologizes for any inconvenience.

Claims 43-60 remain allowed, of which claims 43, 49 and 55 are independent.

Examiner's Amendment After Allowance

Please amend the claims as follows.

49. (NEW) A computer-readable storage medium ~~consisting of volatile and non-volatile storage~~ for estimating how a user would rate a movie that the user has not yet rated, the computer-readable medium carrying instructions which, when executed by one or more processors:

identify a set of common movies that have been rated favorably by the user and that have ratings that satisfy a minimum rating threshold;

identify one or more other users that have rated the set of common movies and given ratings for the set of common movies that are substantially similar to ratings given by the user for the set of common movies; and

estimate how the user would rate the item that the user has not yet rated by determining a similarity between the set of common movies and the item that the user has not yet rated,

Art Unit: 3625

wherein determining the similarity between the set of common movies and the movie that the user has not yet rated includes by-comparing the ratings given by the one or more other users for the set of common movies to ratings given by the one or more other users for the movie-that the user has not yet rated.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to James H. Zurita whose telephone number is 571-272-6766. The examiner can normally be reached on 8a-5pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Jeffrey A. Smith can be reached on 571-272-6763. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

James Zurita
Primary Examiner
Art Unit 3625
16 July 2007



JAMES ZURITA
PRIMARY EXAMINER